

Message Text

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PAGE 01 AUCKLA 00132 180454Z

20

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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R 180424Z JUN 75
FM AMCONSUL AUCKLAND
TO USDOC WASHDC
INFO SECSTATE WASHDC 458
AMEMBASSY WELLINGTON

UNCLAS AUCKLAND 0132

EO 11652: NA
TAGS: BFOL NZ
SUBJECT: PRIVATE TRADE OPPORTUNITY

1. 612/02/P0008
2. 061675
3. Q PILLING
4. 612 NEW ZEALAND
5. IAD
- 6A WRITE
- 6B B W MATTISON, JOINT MD
- 6C TRAFFIC EQUIPMENT SALES AND SERVICE CO. LTD.
PO BOX 38-330
HOWICK
AUCKLAND, NEW ZEALAND
- 7 CABLE: TRAFEQUIP
TELEX NZ21157
TEL: 32525
8. --
9. 104-11
- 9A DIRECT SALE AND AGENCY AND WOULD CONSIDER MANUFACTURE
UNDER LICENSE, OR JOINT VENTURE
10. 39932-0100 REFLECTIVE STUDS FOR HIGHWAY AND STREE
LANE MARKING. REFLECTIVE HIGHWAY AND STREET SIGNS. ESTIMATED
SALES IN EXCESS OF NZ\$100,000.

36623-0100 VEHICULAR, PEDERSTRIAN TRAFFIC CONTROL EQUIPMENT.
ESTIMATED SALES IN EXCESS OF NZ\$100,000.

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38243-0100 PARKING METERS, PARKING BUILDING CONTROL EQUIPMENT
AND OTHER VEHICLE REVENUE COLLECTION SYSTEMS, HIGHWAY SPEED
DETECTORS. ESTIMATED SALES IN EXCESS OF NZ\$100,000

COMPANY SEEKS SUPPLIERS IN THESE PRODUCT FIELDS AND IS
INTERESTED IN DIRECT IMPORTS AND/OR MANUFACTURE UNDER
LICENSE WHERE THIS MAY BE NECESSARY TO GET A PRODUCT
ESTABLISHES IN THE NEW ZEALAND MARKET. IF SUITABLE AGENCIES
ARE AVAILABLE, WOULD ALSO BE INTERESTED IN REPRESENTING US
COMPANIES IN THE AUSTRALIAN MARKET. COMPANY IS NEW BUT TWO
DIRECTORS WHO OWN AND OPERATE FIRM HAVE EACH OVER SIXTEEN
YEARS EXPERIENCE IN THE SALE AND INSTALLATION OF ALL KINDS
OF TRAFFIC CONTROL EQUIPMENT. DIRECTORS ARE BUDGETING FOR
A SALES TURNOVER OF NZ\$120,000 IN THEIR FIRST YEAR'S OPERA-
TION AND ON CURRENT TRENDS EXPECT TO REACH THIS FIGURE.
THIS IS A GOOD CONTACT. A CURRENT WTDR IS UNDER PREPARATION.
WILLIAMS

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06 JUL 2006

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